

**destination:Tiburon Meeting Agenda
Thursday, June 18, 2020 1:00 pm
Virtual Meeting via Zoom**

- **Public Comment**
- **Approval of Minutes from May 2020 Meeting**
- **Banking Totals - P & L Report**
- **Vice Mayor Holli Thier Board Candidate - VOTE**
- **Amend By-Laws for Town Manager Role - VOTE**
- **Covid-19 Planning/Updates**
- **Tiburon Task Force**
- **Welcome Center 2.0 Update**
- **bread & Butter (Monthly basis) - VOTE**
- **New Business**
- **Adjourn**

destination:Tiburon Special Meeting Minutes
Thursday, June 18th, 2020 - 1 p.m.
Virtual Meeting via Zoom

Call to Order

The meeting was called to order at 1:03 p.m.

Board Members Present: Chanis, Flaherty, John, Sherwood, Flake

Ex Oficio: Executive Director Fermin, Admin Spawn

Guests: Holli Thier, Vice Mayor, Town of Tiburon and John Hoffman, AC Ventures

Public Comment - There was no public comment.

Approval of May 13, 2020 Board Meeting Minutes

Motion/Second (Chanis,Sherwood) to approve the Minutes, as written.

Vote: Unanimous

Banking Totals - P&L Report

Director Fermin reported a May balance of \$267,561.62. No significant expenditures and no big expenses going forward. \$5,000 out of \$10,000 budget has been spent and d:T will be reimbursed.

Vice Mayor Holli Thier and John Hoffman Board Candidates-Vote

Thier said that it was an honor to serve her community and she believes in the mission of Destination Tiburon and that she admires everyone on the Board and staff.

Motion/Second Flake/Sherwood to vote Thier to the d:T Board.

Vote: Approved Unanimous.

Hoffman said that he has been part of the community for over 20 years and that he is very active and engaged in the Tiburon community and wants to see it progress and thrive.

Motion/Second Chanis/John to vote Hoffman to the d:T Board.

Vote: Approved Unanimous

Amend By-Laws for Town Manager Role-Vote

Motion/Second Chanis/Thier to switch the town manager's role to an ex-officio member (no voting rights).

Vote: Approved Unanimous.

COVID 19 Planning/Updates

Director Fermin stated that the d:T website has a dedicated landing page as it relates to Tiburon's reopening operations. She said that both hotels are open for essential travel and that, hopefully, they will be open for leisure travel-June 29th scheduled as of now (meetings and

conventions still restricted). Fermin said that d:T is running ads showing patio dining, for example, and expressed that Sam's Cafe is a good model of people understanding the rules and guidelines as it relates to Covid19. Flaherty said that there are a lot of details to follow but that, overall, it has been relatively successful. John stated that those booking rooms at the hotel for essential travel must sign a waiver and that there are very strict rules and guidelines from the County and CDC. Rooms are limited to keep the number of people congregating down and after departure, rooms are left for 24 hours before being made available. Both John and Flake said that they were at a 20% occupancy rate. Fermin said that the Chamber and d:T are working closely together to maintain a list of all businesses that are open and they will be placing more ads in the IJ going forward.

Tiburon Task Force

Fermin said that she took off the "Heroes" video from YouTube depicting the Police and Fire Departments because she thought it would not be appropriate at this time due to the protests and political climate. She wants to focus on the next video which concentrates on the Reopening of Tiburon. Fermin said that the video will focus on showing people that Tiburon is safe and clean to visit. The video will show all the cleaning features the town is taking (restrooms, sidewalks, benches and trash cans) and the installation of the new teak tables and benches. Chanis explained that, right now, unless you are a restaurant, people are not allowed to congregate. But he said that restriction may be lifted by June 29th. Fermin expressed that "Slow Street" was set to begin July 3rd so she would like to have everything ready for the video by then; even if that meant excluding table installation footage. Sherwood asked how will the residents and visitors know about this? Fermin answered that an article was going in the Ark newspaper and that there would be a Marin Magazine email blast which will all be linked to the new video. Both Sherwood and Thier felt that d:T should start sharing positive progress and reopening news now to drive visitors and residents back to the hotels and businesses in town. Both agreed to push out the message of having a nice time in Tiburon and that separate messaging for new tables and benches could come later. They said that people are trying to find a place to go and that they should focus on the drive market as no one wants to fly yet. Fermin agreed to move forward immediately without tables and benches footage so that the video could be ready to go as soon as possible. Their stated that the town council approved "Slow Street" yesterday and it passed unanimously. She said that everyone was very excited about it because it will support businesses. Chanis stated that "Slow Street" will expand the dining space for the restaurants; therefore creating a safe environment by social distancing. He said that masks will be required. The question of how will masks be enforced arose and everyone agreed that this rule will be very difficult to enforce. That is why messaging is critical and by encouraging people to wear masks, it will ensure everyone's safety. Chanis showed the Board the new signage deck promoting all CDC guidelines when in town, on the trails and shoreline park. Sherwood shared an experience he had in Boulder, CO about restaurants using good signage at each end of the road closure, using technology to define spaces and how each greeter was very specific about all the rules. He said it made it feel like an experience to be gained-not a compromise but a relief. He said that they should think as consumer marketers.

Welcome Center 2.0

Fermin said that the new official name of the Welcome Center is “The Tiburon Depot Information & Goods”. She stated that construction had already begun. There will be partitions and screens with the ferry schedules, weather information and their Instagram feed. Fermin said that she hopes to open when “Slow Street” opens. DeAnn will be buying the merchandise to sell in the space and there will be masks and hand sanitizers available. Fermin also said that she is working to get Caltrans to put signage off 101 with directions and DeAnn was working with the town on all other signage.

It was suggested to let people know that the new center is a benefit for residents and visitors and is a positive narrative saying that Tiburon is ready for you.

b&B Monthly Basis-Vote

Fermin wanted to have a vote to contract b&B on a monthly basis but it was decided to revisit this in July. Board members want to be more convinced of their value and would like a more detailed list of what they have done and would continue to do.

New Business

Hoffman shared the following updates: Concrete is being poured at New Morning Cafe, 34 Main Street will be a casual wine tasting area, 30 Main Street is being built out for Perfect Provenance, 46B Main Street is the home of the Tiburon Depot and Mina’s restaurant Bungalow Kitchen is opening in 2021. It was suggested that a celebrity endorsement by Mina saying how excited he is about opening in Tiburon would be very positive for the town. Fermin said she would contact Mina’s PR team.

Adjourn

There being no further business, the meeting was adjourned at 2:07 p.m. Thier/Sherwood

Next meeting July 8, 2020